



City Council

Staff Report

TO: Honorable Mayor and City Council

FROM: John Jansons, City Manager *[Signature]*

DATE: July 11, 2016

SUBJECT: Consideration of City Representative(s) to Attend American Public Works Association Annual Conference to Accept *National Small Communities Project of the Year Award* for Cameron Creek Emergency Water Provision Project

RECOMMENDED ACTION:

It is respectfully recommended that the City Council authorize the attendance of at least one representative of the City to accept the award for National Small Communities Project of the Year for the Cameron Creek Emergency Water Provision Project in Farmersville.

BACKGROUND and DISCUSSION:

As the Council is aware, the City of Farmersville was awarded the Project of the Year award from the Central California Chapter of the American Public Works Association (APWA) for the City's drought response project of extending city water service to the drought stricken community of Cameron Creek adjacent to northeast Farmersville. City representatives were able to attend the awards ceremony in Fresno to accept the award on behalf of the City.

In March of this year, the City was notified that it is the recipient of the National Small Communities Award for Project of the Year by the National APWA. This award will be presented on August 31, 2016 at the APWA Annual Conference and Awards ceremony in Minneapolis Minnesota.

The Council briefly discussed this matter earlier this year, and a motion was made by Mayor Gomez to have Councilmember Benavides attend to represent the City, but Councilmember Benavides declined due to not being available to able to travel out of state to accept the award on behalf of the City. Also at that time, some concern was raised about the cost and funding options were still uncertain at that time.

Staff is returning this item to the Council for their further consideration and recommendation to appoint at least one representative to attend to accept the award for the following reasons:

1. A representative should attend in person to accept such a prestigious award from such a respected and professional National organization since these types of awards are highly

competitive, respected and demonstrative of effective municipal stewardship and leadership.

2. Farmersville deserves to receive the award in person due to the tremendous humanitarian relief represented by the City's work to ease suffering in a neighboring community severely stricken by the historic California drought.
3. Farmersville will receive publicity and acclaim that "money cannot buy" with respect to name recognition, identification, reputation and goodwill.
4. The value of being featured in APWA publications, conference programs, visibility at the awards ceremony, and featured on the APWA website can equate to a tenfold return on investment for the cost of attendance if advertisements, advertorials and web-based recognition or publicity were to be purchased by the City in support of the City's economic development marketing program.
5. The membership and affiliates of the APWA are exactly the industry professionals the City desires to reach with its marketing program, including: appraisers, civil engineers, developers, lenders, investors, REITs, real estate brokers, surveyors, and owner-users to market Farmersville's tremendous development opportunities for retail, commercial, professional industrial development.

Therefore based on these reasons alone, the modest estimated cost of attendance, estimated at approximately \$1500.00, is a good investment to bring positive notoriety to Farmersville and publicize and market that the city is "Open for Business" and has great development opportunities in the City. The City representative, as an award recipient, will also enjoy complimentary registration for the Conference valued at \$1,000.

Prior consideration of fundraising to "sponsor a Councilmember" through donation has proven to be problematic with respect to accepting donations to benefit an elected official according to the CA Fair Political Practices Commission (FPPC) and this possible funding strategy has since been abandoned.

COORDINATION & REVIEW:

This recommendation was collaboratively developed by the City's Executive Management Team.

FISCAL IMPACT:

Approval of the recommendation would cost an estimated \$1,500 per person to attend from the City's FY 16/17 General Fund (Council Conferences / Training).

CONCLUSION:

It is respectfully recommended that the City Council authorize the attendance of at least one representative of the City to accept the award for National Small Communities Project of the Year for the Cameron Creek Emergency Water Provision Project in Farmersville.

Attachment(s): 1 – APWA Announcement of Award.

Recommended By:



John Jansons, City Manager